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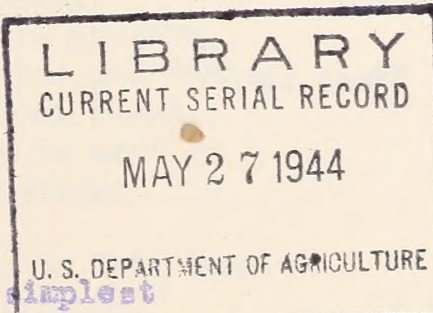
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May 27, 1943

RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
Series of skeleton scripts (or script outlines) for field use on local radio shows. Subject to be farmer's part in rationing, price control, meat grading, anti-black market campaign, etc.	Heinen, AAA	Being planned
<u>Consumer Time</u> "Ration for Babies"	FDA, Ashman	Scheduled for broadcast May 29
<u>Farm and Home Hour</u> "Round-up of How Farmer is Affected by Rationing Programs"	FDA, Martin	In clearance
Fifty ration spots to go on the air while War Ration Book III is being distributed. To be sent out through OWI to all radio stations.	OPA	In preparation
<u>Homemakers' Chats</u> "Point-Free Meats"	OI, Douglass	In preparation
<u>PUBLICATIONS</u>		
<u>Farmer Instruction Leaflet</u> Publication telling the farmer in simplest language what is expected of him under various orders issued by USDA and OPA (rationing, price control, meat grading, slaughter permit system, etc.)	OPA and USDA	Basic material being gathered in Extension Service, AAA and FDA.
Campaign handbook on special campaign to prevent misuse of all food ration stamps.	OPA	In clearance
Leaflet - Sugar for Home Canning	OPA	Being written
Sugar for Home-Canning: Graphic for distribution through OWI in mat form to rural press.	OPA	Being drawn
Market Basket: "Canning Fruit on Your Sugar Ration"	BHN & HE	Being processed by OWI for women's pages of newspapers
<u>99 Ways to Share the Meat</u> Reprint of the leaflet originally published for the voluntary share-the-meat campaign. Revision to bring it up to date under point rationing prepared and submitted for printing.	BHN & HE	Submitted for printing April 11



Subject	Assigned	Status
<u>Fats in Wartime Meals</u>	RHM & HE	In press
Popular publication similar to "99 Ways to Share the Meat." Contains statement on place of fat in the diet. Suggests thrifty use of fats in table and in cooking.		
Campaign handbook covering all rationed foods.	OPA	Due for clearance week of May 10
"War Rations for Americans" - 16-page picture book explaining rationing.	OPA	In preparation - tentative release date June 15.
Simplified Table of Point Values for Blue-Stamp Rationing.	OPA	In preparation
Campaign handbook on gasoline and fuel oil conservation. Section on farm use.	OPA	In preparation
<u>Rationing Facts</u>	OPA	In preparation
A compilation of data on all rationing programs from their inception to May, 1943. Includes information on the number of stamps in circulation in each program, the numbers of cars, tires, pounds of sugar, etc., that have been rationed.		
Catalog of rationing information -- "What is Rationed and How to Get it"	OPA	Turned over to OWI
"Meat" (publication)	OPA	In press
Tabloid "Pennies and Points"	OPA	Work started on layout
Stuffer to accompany War Ration Book III urging strict compliance with rationing and price regulations. Approximately 50 million copies to be printed. One stuffer to be inserted with each War Ration Book III mailed.	OPA	In preparation
Filled-out application form for Ration Book III, showing how to use.	OPA	In preparation
Handbook on campaign directed at farmers urging compliance with rationing programs.	USDA, OWI and OPA	Being planned
<u>Consumers' Guide Magazine - News letter Articles</u>	FDA	June issue
"Every Town Has Its Own Price Ceilings"		
"Ceiling Prices Go Down" (Subsidy program.)		
"Canning Sugar"		
"This Notoring Problem"		
"Shoe News"		
"New Points on Points"		
"Correction on Coffee"		
"War - the Standard Setter" (Rayna hose order)		
"Consumers' Calendar" (Ration dates)		

Subject	Assigned	Status
Consumers' Guide "Everybody's Trouble-Shooters" (OPA Price Panels in Action)	FDA	In clearance
Wartime Family Living "Sugar Rules"	BHN & HE Hoelleberg	In clearance
<u>Round-up of Price Regulations Affecting the Homemakers How the Shopper Can Tell the Grades of Canned Goods Under Price Ceilings</u>		
<u>Market Basket</u> "Use Fats Efficiently"	BHN & HE	In preparation
"Canning Arithmetic"	Davis	Completed
Fact Sheet on Sugar Canning	OPA	Due end of week
<u>ADVERTISEMENTS</u>		
Four advertisements on sugar for home canning.	OPA	Due end of week
<u>FIELD</u>		
Statement on pressure cooker rationing. Explanation of the mechanics of this program, to be sent to all OPA local War Price and Ration Boards, to prevent confusion at local level. Copies of this statement will also be sent to County War Boards for their information.	AAA Durham	Cleared - sent to OPA for processing
Explanation for farm women on "How to Sell Home- Canned Foods under Rationing Regulations."	OPA	In preparation
Statement to farm slaughterers that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
Statement on "Buy Points Must be Collected for Sales of Country Butter"	OPA Dairy Food Rationing Branch	In preparation
Statement on how Ration Order 16 (Meats and Fats) affects dairy operation. This to be prepared to answer questions raised by Extension Dairymen.	ES & OPA	In preparation
Questions for survey on farmer attitudes toward rationing programs. OWI Bureau of Special Services to conduct survey.	FDA Millson	Completed and submitted to OWI.

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Radio</u>		
Victory Garden Program (NBO) - "How to Keep the Vegetables Flourishing."	Hemphill Moore	In preparation for May 31
Garden Gate (CBS) - "The Army is Growing"	Pitt Col. Wm. Slater & enlisted men from Ft. Washington	In preparation for June 5
<u>Homemakers' Chats</u>		
Conservation Questions on Storage	Wharton	For release May 27
Preserving Juices	Davis or Douglass	For release May 31
Victory Garden Questions & Answers	Douglass	In clearance
Preserving early crops by freezing	Wharton	For release May 31
<u>Farm Plagues</u>		
Snail and Slug Damage	Briggs	In clearance
Duster to Kill Insects	Briggs	In clearance
Thinning Victory Garden	Briggs	In clearance
Special to Flood Regions Flooded Victory Gardens	Douglass	In clearance
<u>For INS-PA</u>		
Control of Snails-Slugs	Briggs	In clearance
King and his Cabbage	Briggs	In clearance
<u>Federal Food Reporter scripts</u>		
Sugar for Home Canning	Rogers	Completed
Specific directions for getting canners	Rogers	In preparation
Squib on sharing pressure canners for OWI radio service.	Fairfield	Ready for release
<u>Press</u>		
Folder to replace in part PB 1762 "Wartime canning of fruits and vegetables"	Davis	In press
Revision of folder on "Root Vegetables in Low cost Meals" to "Root Vegetables in Wartime Meals"	BHN & HE	In press

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Advice to victory gardeners in the flooded areas	Moore	Ready for release
Controlling the Corn Earworm in Victory Garden Sweet Corn.	K&PQ	In clearance

NUTRITION AND FOOD CONSERVATION CAMPAIGN

Tip about Wartime Nutrition Week in confidential bulletin to food editors.	Nichols	Finished
Outline of a nutrition movie idea for Mr. Whitman, OWI.	Nichols	Finished
Nutrition wheel and folder on request to SOUTHERN AGRICULTURIST	Van Horn	Finished
Material of Infant Feeding on request to PARADE.	Perry	Finished
Weekly nutrition note service to Owens-Illinois	Hoffman	Finished
Weekly nutrition note service to OWI	Fairfield	Finished
Consumer Time program on Greens	Ashman	May 22
Dr. Mark Graubard "Food the World 'Round" on Victory Starts at Home program.	McLochan	Jay
Homemaking chat "How to Save Food"	Martin	In clearance

OVERALL FOOD CAMPAIGN

Why Food Orders	FDA	Being revised
Cheese and butter statement	"	" "
Fats and oils statement	"	" "
Ice Cream statement	"	" "
Cream statement	"	" "
Milk statement	"	" "
Fresh vegetables statement	"	" "
Eggs statement	"	" "
Meat Statement	"	" "
Canned food statement	"	In preparation
Bread statement	"	" "
Poultry statement	"	" "
Statement on revoking slaughter quota increases	"	" "

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Handbook on food campaigns	OWI, USDA, OPA	In preparation
Features to follow up on EAF National Food Situation reports.	Beckman	Planned
<u>PRODUCTION GOALS CAMPAIGN</u>		
Campaigns story-illustrated feature.	Beckman	In preparation for Christian Science Monitor
"America's Bread Basket" illustrated feature.	Hall, AAA	In preparation for Kansas City Star
Honey Production - feature	Hill, AAA	In preparation
Food Production story	Mrs. Beckman	In preparation - WNU
Press release, price supports for hay seeds.	Hill, AAA	In clearance
Display card for food production campaign.	Radford, SCS	In preparation
Egg production posters	Sill, AAA	In preparation
Converting wheat into meat	Burch, ARA	In clearance
Saving pigs saves feed, too	ARA (Burch)	Cleared
Hybrid beef cattle for the South	ARA (Burch)	In clearance
Chick cannibalism	ARA (Burch)	In preparation
Controlling cattle liver flukes	ARA (Burch)	In clearance
Equine sleeping sickness (Radio)	ARA (Burch)	In preparation
Poultry Conservation Campaign (timely recommendations)	ARA (Burch)	In preparation
Turkey conservation program	ARA (Burch)	Cleared
Improving poultry through National Poultry Improvement Plan - revised MP 317	ARA (Zumbro)	June 15
Grass seed production - AWI leaflet	ARA	In preparation
Condensed oil production - AWI leaflet	ARA	In preparation
Protecting potatoes from late blight - AWI leaflet	ARA	In Office of Info
Poultry conservation campaign	ARA, Burch	3 items cleared 2 items in prep.
Equine sleeping sickness	ARA, Burch	In preparation
Victory cockerel campaign	ARA, Burch	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Early July is the deadline for fighting peanut diseases.	ARA (Gapen)	In Clearance
Peanut bulletin stresses proper harvest for best returns.	ARA (Gapen)	In Clearance
New fiber flax bulletin helps growers of war crop.	ARA (Gapen)	In Press Service
Care and use of rope discussed in new bulletin.	ARA (Gapen)	In preparation
Background piece on WFA plans for control of	FDA(Geo.Snell)	In Clearance
Feature story on Nebraska farmer for COUNTRY GENTLEMAN	Beckman	Mailed
Feature story on Colorado farm woman to COUNTRY GENTLEMAN	Beckman	Mailed
Six photos on Florida vegetable production to Florida writer	Beckman	Mailed
Photo feature on sunflowers to International News Photos	Beckman	Mailed
Flag-is-on-the-Flow photo to W N U	Beckman	Mailed
4th of July Feature	Mrs. Beckman	In preparation
Feature on 1943 Production Outlook for fraternity magazine	Mrs. Beckman	In preparation
3 short features for W N U	Mrs. Beckman	Mailed
<u>RADIO</u>		
<u>Farm and Home Hour</u>		
Wallace Kadderly, "Poultry Conservation: Stop the Aggressors" --June 4	ARA (Burch)	In preparation
Ruth Van Deman, "After the Floods"--June 4	FSA (Fox)	In preparation
<u>Bulletin Board Items (Farm and Home)</u>		
Flaxseed)	AAA (Stewart)	Cleared
Soybeans)		
<u>Farm Flashes</u>		
Fats and Oils Prospect	OI (Herndon)	In preparation
Control of Peanut Pests	OI (Reynolds)	In clearance
War Diet for Beef Cattle	ARA (Burch)	In preparation
Good Roughage-More Milk	OI (Reynolds)	Cleared
Laying house Program (2)	ARA (Burch)	In preparation
Summer Milk Supply	OI (Reynolds)	In preparation
Balanced Feed Rations	OI (Reynolds)	In preparation
Supplemental Pasture	OI (Reynolds)	In preparation

Subject	Assigned	Status
More Vegetable Seed	Reynolds	In preparation
Substitutes for dried skim milk in feeding	ARA (Burch)	In preparation
<u>Network Broadcasts other than Farm & Home Hour:</u>		
<u>CBS - Country Journal:</u>		
May 29 - "We need more Hay Crop Seed," by Sherman Johnson, FPA.	Helson	In preparation
Disease of sheep and goats	ARA, BAI	In preparation
Effect of progeny testing on swine improvement	ARA, BAI	In preparation

ANTI-BLACK MARKETS CAMPAIGN

RADIO

Farm & Home Hour -- will present a broadcast on the new War Heat Board	FDA Harry Reed	Scheduled for June 1
<u>Radio Roundup on Food</u>		
"How to recognize slaughter permit inspection and grading stamps" - what it looks like, etc.	FDA Cohan	Wired to field May 26 - to be used May 29
<u>Conservation Time</u>		
"Ration for Babies"	FDA, Ashman	Cancelled
"Food Conservation"	FDA, Ashman	Scheduled for May 29

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Information kit on machinery, farm supplies and transportation for local use	Harold Lewis	In preparation
Conservation of rope and twine	Lewis	In clearance
Background piece on substitutes for wood and insulation materials	Thompson	Completed
Background piece on pressure cookers	Thompson	Completed
Release on pressure cooker production	Lewis	Issued May 26
Fertilizer for fall-sown grains	Lewis	In clearance
Special lumber program	Lewis	Issued May 26

FARM LABOR CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>PRESS</u>		
Story on Farm and Canning Plant Wages	Fulghum	Pending
Story on methods of handling interstate and foreign labor	Purdue	
Story on prisoner labor	Bryan	In preparation
	Fulghum	Pending further developments
Story on where and when various food crops mature for processing.	Herbert	In preparation
Story on types of food processing industries and importance of each to armed forces, Allies, and civilians - repeat need for workers	Hunt, OWI	May 31
Photo on canning operations		In preparation
	Stryker, OWI	June 6
		In preparation
<u>RADIO</u>		
Personality Sketch on Florence Hall on Robert St. John's Program	Bailey	Pending
Homemakers' Chats		
U. S. Crop Corps	Bailey	In preparation
Farm Flashes		
Training Volunteer Workers	Reynolds	In preparation
Handling New Farm Help	Reynolds	In preparation
Farm Worker Morale	Reynolds	In preparation
<u>PRINTED - MIMEOGRAPHED MATERIAL</u>		
See Report No. 5, May 13, 1943, for pending material.		
<u>VISUAL</u>		
Recruiting movie for high schools	Wall	Completed
Documentary Film on city youth on farm, script by D. Thompson, financed by combined State Extension Services.	Bennett	In preparation
Mats for State Extension editor use on insignia, uniform, certificates.	Bennett	Order placed
Poster, WLA recruiting	Sill	Color copy approved
<u>MAGAZINES:</u>		
Message by Admin. Davis for June Extension Service Review	Flood	Completed
Article on Women's Land Army for Poultry Tribune	Bailey	In preparation
Picture layout for American Weekly	Wheeler	In preparation
" " " Mimican	Bailey	" "
" " " The Delphian Society Quarterly	Bailey	" "
" " " Life (WLA pictures and material being sent to Dorothy Sterling at request of Bernice Wheeler)	Bailey	" "

